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helping citizens' committees for
**RURAL AREAS
DEVELOPMENT**

PA-519

UNITED STATES DEPARTMENT OF AGRICULTURE
FEDERAL EXTENSION SERVICE

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WHAT IS RURAL AREAS DEVELOPMENT?

Rural Areas Development is a method sponsored by the U.S. Department of Agriculture to bring Federal, State and local organizations together to help develop rural resources—economic and human. Through RAD, citizens committees are helped to plan programs for resource development and adjustment. Our special job as Extension workers is to give educational guidance and administrative support to these county and area RAD committees.

Local, State and Federal agencies and private organizations will provide technical and financial assistance in Rural Areas Development. Assistance from USDA agencies is available through RAD technical panels. These panels are made up of representatives of USDA agencies serving at the county and State levels. The Farmers Home Administration representative serves as chairman of the panel and coordinates the services of USDA agencies. Local and State RAD committees should be encouraged to make full use of the assistance and services afforded by RAD technical panels.

WHAT DOES RAD INCLUDE?

There are no exclusions! RAD first helps representative citizen committees organize and set up programs for economic and human development, then gives technical help in carrying out those programs.

RAD may include any phase of development that local people wish, such as in education, training, agriculture, forestry, industry, recreation, public facilities, conservation. The RAD committee's activities may be as comprehensive as their resources allow.

WHO IS INCLUDED?

No one is excluded! It depends on who the RAD committee needs to assist and guide its activities. The need for specialists depends on the kind of projects. Leadership by both men and women on the extension staff is essential. One of our basic jobs is training local leaders for committee work and resource development tasks. We should use information media of all types to gain widespread understanding and support

EXTENSION'S ROLE

The Cooperative Extension Service is a key leadership agency for RAD. It is the educational arm of the USDA. Extension has, under the Smith-Lever Act, broad responsibilities for assisting and counseling local groups "in appraising resources for capability of improvement in agriculture or introduction of industry designed to supplement farm income . . ."

Extension also has been delegated the organizational and educational leadership responsibilities for the Department of Agriculture's work in the Area Redevelopment Program.

THE R.A.D. PROCESS

Coordinating and Focusing the Programs of All Agencies in a Single Effort

Organization and
educational guidance
and administrative
servicing by
Extension Service

Technical assistance
and guidance
by R.A.D.
Technical Panel
of U.S.D.A. agencies



FIRST STEP—*State Committee*

Extension—

- Helps organize a statewide resource development committee, with members from all appropriate agencies and interest groups.
- Provides basic educational guidance in formulating this committee's policies and duties.
- Advises committee on procedures for handling administrative matters, economic development programs, project proposals, and related matters, including the functions of the State RAD technical panel.
- Arranges administrative services, meetings, and facilities.

SECOND STEP—*Local Organization*

Extension—

- Helps citizens organize committee or work with existing resource development organization.
- Identifies local leaders and provides basic leadership training.
- Motivates community interest in resource development.
- Helps establish relationships with sources of technical assistance, including RAD technical panels.
- Counsels with local leaders on need for subcommittees and consultants.

THIRD STEP—*Development Program*

Extension—

- Helps citizens' committees formulate economic development programs.
- Arranges technical assistance in cooperation with RAD technical panels to carry out the following tasks:
 - Inventory human and natural resources
 - Identify and analyze problems
 - Select potential development and adjustment possibilities
 - Appraise economic feasibility and select priority projects
 - Plan development programs
- Assists citizens' committees in publishing their development program and in gaining areawide understanding and support.
- Helps plan for annual revisions and amendments to the development activity.

FOURTH STEP—*Implementing Development*

Extension—

- Assists in planning priority projects.
- Helps committee select agency to handle development of public affairs.
- Provides technical assistance, in cooperation with RAD technical panels, to agricultural and industrial projects for economic feasibility studies. These include—
 - financing
 - corporate organization
 - markets
 - competition
 - costs and returns
 - management
 - location

Usually the responsibility for implementing a project will be assumed by a public agency or private corporation, with the support of the county or area committee.

Cooperative Extension Work: U.S. Department of Agriculture and State Land-Grant Colleges
and Universities Cooperating.

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